

FEDERAL COMMUNICATIONS COMMISSION

CLASS OF STATION FM

STH

The following application is submitted for action by the Chief, Broadcast Bureau.

ST	FILE NUMBER	CALL	APPLICANT AND LOCATION	NATURE OF APPLICATION
WI	BPH -910122MJ N/M	NEW 106.3MHZ	B/C PROPERTIES OF LA CROSSE, INC. LA CROSSE WI	CP FOR NEW FM ON: FREQUENCY: 106.3 MHZ; ERP: 18 KW H&V; HAAT: 119 METERS H&V 43 46 07 91 11 55

LICENSE EXPIRATION DATE _____

CHIEF, LICENSE DIVISION

RECOMMENDATION: GRANT() CONSTRUCTION DATES, START _____ END _____
 CONTESTED () UNCONTESTED ()

APPROVED _____

FOR CHIEF, BROADCAST BUREAU

F.C.C.-WASHINGTON, D.C.

PEPER, MARTIN, JENSEN, MAICHEL AND HETLAGE

ATTORNEYS AT LAW

TWENTY-FOURTH FLOOR
720 OLIVE STREET
ST. LOUIS, MISSOURI 63101-2398
(314) 421-3850
TELEX: 434257
TELECOPY: (314) 621-4834

200 N. WOOD RIVER AVENUE
WOOD RIVER, ILLINOIS 62095-1989
(618) 251-4983

SUITE 1200
1875 EYE STREET, N.W.
WASHINGTON, D.C. 20006-5475

(202) 728-0377
TELECOPY: (202) 728-0375

SUITE 600
2000 MAIN STREET
FORT MYERS, FLORIDA 33901-3050
(813) 337-3850
TELECOPY: (813) 337-0970

SUITE 2
1625 WEST MARION AVENUE
PUNTA GORDA, FLORIDA 33950-5295
(813) 637-1955
TELECOPY (813) 637-8485

January 22, 1991

BY COURIER

Federal Communications Commission
Mass Media Services
P.O. Box 358195
Pittsburgh, PA 15251-5195

Dear Sirs:

Transmitted herewith in triplicate on behalf of Broadcast Properties of LaCrosse, Inc. is an application for a construction permit for a new FM broadcast station on Channel 292C3 in LaCrosse, Wisconsin. An FCC Form 155 and the applicant's check in the amount of \$2,030 is also submitted herewith.

Should there be any questions concerning this matter, kindly communicate with the undersigned.

Respectfully submitted,

PEPER, MARTIN, JENSEN,
MAICHEL and HETLAGE

By:


Christopher J. Reynolds

CJR/lkr
Enclosures

106.3MHZ
BPH -910122MJ NEW
LA CROSSE WI
B/C PROPERTIES OF LA CROSSE, INC.

Approved by: B
3060-0440
Expires 12/31/90

FEDERAL COMMUNICATIONS COMMISSION

FEE PROCESSING FORM

ORIGINAL

FOR
FCC
USE
ONLY

FCC/MELLON JAN 22 1991

01-23-91 8195464 005

Please read instructions on back of this form before completing it. Section I MUST be completed. If you are applying for concurrent actions which require you to list more than one Fee Type Code, you must also complete Section II. This form must accompany all payments. Only one Fee Processing Form may be submitted per application or filing. Please type or print legibly. All required blocks must be completed or application/filing will be returned without action.

SECTION I

APPLICANT NAME (Last, first, middle initial)

Broadcast Properties of La Crosse, Inc.

MAILING ADDRESS (Line 1) (Maximum 85 characters - refer to Instruction (2) on reverse of form)

1875 Eye Street, N.W.

MAILING ADDRESS (Line 2) (if required) (Maximum 85 characters)

Suite 1200

CITY

Washington, D.C.

STATE OR COUNTRY (if foreign address)

ZIP CODE

20006-5475

CALL SIGN OR OTHER FCC IDENTIFIER (if applicable)

Enter in Column (A) the correct Fee Type Code for the service you are applying for. Fee Type Codes may be found in FCC Fee Filing Guides. Enter in Column (B) the Fee Multiple, if applicable. Enter in Column (C) the result obtained from multiplying the value of the Fee Type Code in Column (A) by the number entered in Column (B), if any.

(A)	(B)	(C)								
FEE TYPE CODE	FEE MULTIPLE (if required)	FEE DUE FOR FEE TYPE CODE IN COLUMN (A)	FOR FCC USE ONLY							
(1) <table><tr><td>M</td><td>T</td><td>R</td></tr></table>	M	T	R	<table><tr><td></td><td></td><td></td><td></td></tr></table>					\$ 2,030.00	
M	T	R								

SECTION II

— To be used only when you are requesting concurrent actions which result in a requirement to list more than one Fee Type Code.

(A)	(B)	(C)								
FEE TYPE CODE	FEE MULTIPLE (if required)	FEE DUE FOR FEE TYPE CODE IN COLUMN (A)	FOR FCC USE ONLY							
(2) <table><tr><td></td><td></td><td></td></tr></table>				<table><tr><td></td><td></td><td></td><td></td></tr></table>					\$	
(3) <table><tr><td></td><td></td><td></td></tr></table>				<table><tr><td></td><td></td><td></td><td></td></tr></table>					\$	
(4) <table><tr><td></td><td></td><td></td></tr></table>				<table><tr><td></td><td></td><td></td><td></td></tr></table>					\$	
(5) <table><tr><td></td><td></td><td></td></tr></table>				<table><tr><td></td><td></td><td></td><td></td></tr></table>					\$	

ADD ALL AMOUNTS SHOWN IN COLUMN C, LINES (1) THROUGH (5), AND ENTER THE TOTAL HERE. THIS AMOUNT SHOULD EQUAL YOUR ENCLOSED REMITTANCE.

TOTAL AMOUNT REMITTED
WITH THIS APPLICATION
OR FILING

\$ 2,030.00

FOR FCC USE ONLY

2,030.00

INSTRUCTIONS FOR COMPLETING FEE PROCESSING FORM, FCC FORM 155, May 1990

- (1) **"Applicant Name"** - Enter the name (last, first, middle initial) of the applicant as it appears on the original application or filing being submitted with this Fee Processing Form. If company, enter name which is used commercially.
- (2) **"Mailing Address (Line 1)"** - Enter the street address or post office box number to which the applicant wishes correspondence sent.
- (3) **"Mailing Address (Line 2)"** - This line may be used for further identification of the address if additional space is required.
- (4) **"City"** - Enter the name of the city associated with the given street address.
- (5) **"State or Country"** - Enter the appropriate two-digit state abbreviation as prescribed by the U.S. Postal Service. If address is foreign, enter the appropriate country name here.
- (6) **"ZIP Code"** - Enter the appropriate five or nine-digit ZIP code prescribed by the U.S. Postal Service.
- (7) **"Call Sign or Other FCC Identifier"** - Enter an applicable call sign or unique FCC identifier, if any, as shown on your attached application or filing. If applying for a service affecting more than one call sign, enter one call sign only.
- (8) **Column (A), "Fee Type Code"** - Enter correct Fee Type Code(s) from the appropriate Fee Filing Guide. Only one Fee Processing Form may be submitted per application or filing. Inaccurate or erroneous Fee Type Codes may result in your application or filing being returned to you without further processing.
- (9) **Column (B), "Fee Multiple"** - Certain applications and filings may request action with respect to more than one station, license, frequency, or party and can be submitted together with one check if they meet specific conditions. This column is used only if a multiple, i.e., two or more, is being applied for. Examples of when this would be used are renewing more than one call sign, frequency, station, or the transfer of control of more than one station. Refer to the appropriate Fee Filing Guide for additional information.
- (10) **Column (C), "Fee Due For Fee Type Code in Column (A)"** - Enter in this block the amount of the fee associated with the Fee Type Code shown in Column (A) (times (x) the fee multiple, if required).
- (11) **"Total Amount Remitted With This Application or Filing"** - Enter the total of lines (1) through (5) of Column (C). This amount should equal the amount of your check or money order. We will not accept multiple checks.

HOW TO SUBMIT APPLICATIONS AND FILINGS

- o Each application or filing should be assembled with the Fee Processing Form stapled to the top of the application with the check placed on top of the Fee Processing Form. DO NOT STAPLE THE CHECK TO THE APPLICATION OR FEE PROCESSING FORM. Required copies of applications should be clearly identified as "duplicate copy" and placed behind the original package. A copy of an application or filing submitted for receipt purposes only should be placed at the bottom of the submission. Extraneous material and extra copies should be avoided at all times. Failure to abide by these instructions will delay the processing of your submission.
- o Completed applications or filings should be mailed to the proper address shown in the Fee Filing Guide for the particular service for which you are applying or making a filing. Applications and filings which are properly addressed to the appropriate P.O. box number may also be hand delivered to the following address. Applications received before midnight on a normal business day will receive that day's date as the receipt date. Deliveries made after midnight on Fridays will not be "officially" receipted until the next Monday. Applications received on weekends and government holidays are dated the next regular business day.

Federal Communications Commission
c/o Mellon Bank
Three Mellon Bank Center
525 William Penn Way
27th Floor, Rm. 153-2713
Pittsburgh, Pennsylvania 15259-0001
(Attention: Wholesale Lockbox Shift Supervisor)

- o A single check, bank draft or money order made payable to the Federal Communications Commission and denominated in U.S. dollars and drawn upon a U.S. financial institution must be included with each application or filing requiring a fee. No postdated, altered or third-party checks will be accepted. Do not send cash.
- o Parties hand delivering applications or filings may receive dated receipt copies by presenting copies of the applications or filings to the acceptance clerk at the time of delivery. Receipts will be provided for mail-in applications or filings if an extra copy of the application or filing is provided along with a self-addressed stamped envelope. Only one piece of paper per application or filing will be stamped for receipt purposes.

REMEMBER

- o A separate completed Fee Processing Form is required with each application or filing except in certain circumstances. Please refer to the appropriate Fee Filing Guide for additional information.
- o A wrong Fee Type Code or incorrect remittance may result in your application or filing being returned without processing, or result in the dismissal of your application or filing. Please ensure that FEE TYPE CODES are correct and that your check or money order equals the amount shown in the TOTAL AMOUNT REMITTED WITH THIS APPLICATION OR FILING block before submitting your application or filing.
- o If you have any questions completing this form, please call the Fees Hotline, 202/632-FEES.

FCC NOTICE FOR INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

Part 1, Subpart G of the Commission's rules authorize the FCC to request the information on this form. The information requested is required in order to obtain a license or authorization from the Commission. The purpose of the information is to provide a means to link a fee payment to a specific invoice, application or filing. The information will be used by the Commission to maintain data concerning fees paid to the Commission, for internal financial control, audit, and reporting purposes. Information requested on this form will be available to the public. Your response is required to obtain a license or other authorization from the Commission.

Public reporting burden for this collection of information is estimated to average 10 minutes per response, including the time for reviewing instructions, searching data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Federal Communications Commission, Office of Managing Director, Washington, DC 20554, and to the Office of Management and Budget, Paperwork Reduction Project (3060-0440), Washington, DC 20503.

APPLICATION FOR CONSTRUCTION PERMIT FOR COMMERCIAL BROADCAST STATION

For COMMISSION Fee Use Only	FEE NO:	For APPLICANT Fee Use Only
	FEE TYPE:	Is a fee submitted with this application? <input type="checkbox"/> Yes <input type="checkbox"/> No
	FEE AMT:	If fee exempt (see 47 C.F.R. Section 1.1112), indicate reason therefor (check one box): <input type="checkbox"/> Noncommercial educational licensee <input type="checkbox"/> Governmental entity
	ID SEQ:	FOR COMMISSION USE ONLY FILE NO. <i>BPH-910122 mJ</i>

Section I - GENERAL INFORMATION

1. Name of Applicant Broadcast Properties of La Crosse, Inc.			Code <i>31 PN: 245/91 30/3-4-91</i> Send notices and communications to the following person at the address below:		
Street Address or P.O. Box 5490 Saratoga Road, P.O. Box 1280			Name Philip Kelly		
City Dubuque,	State IA	ZIP Code 52001	City Dubuque	State IA	ZIP Code 52001
Telephone No. (include Area Code) 319-583-6475			Telephone No. (include Area Code) 319-583-6475		

2 This application is for: ☐ AM ☒ FM ☐ TV

(a) Channel No. or Frequency 292 C3 <i>106.3</i>	(b) Principal Community La Crosse	City La Crosse	State WI
---	--------------------------------------	-------------------	-------------

(c) Check one of the following boxes:

☒ Application for NEW station

☐ MAJOR change in licensed facilities; call sign: _____

☐ MINOR change in licensed facilities; call sign: _____

☐ MAJOR modification of construction permit; call sign: _____
File No. of construction permit: _____

☐ MINOR modification of construction permit; call sign: _____
File No. of construction permit: _____

☐ AMENDMENT to pending application; Application file number: _____

NOTE: It is not necessary to use this form to amend a previously filed application. Should you do so, however, please submit only Section I and those other portions of the form that contain the amended information.

3. Is this application mutually exclusive with a renewal application? ☐ Yes ☒ No

If Yes, state:

Call letters	Community of License	
	City	State

Section II - LEGAL QUALIFICATIONS

Name of Applicant

Broadcast Properties of La Crosse Inc.

1. Applicant is: (check one box below)

- ☐ Individual ☐ General partnership ☒ For-profit corporation
☐ Other ☐ Limited partnership ☐ Not-for-profit corporation

2. If the applicant is an unincorporated association or a legal entity other than an individual, partnership, or corporation, describe in an Exhibit the nature of the application.

Exhibit No.
NA

NOTE: The terms "applicant," "parties to this application," and "non-party equity owners in the applicant" are defined in the instructions for Section II of this form. Complete information as to each "party to this application" and each "non-party equity owner in the applicant" is required. If the applicant considers that to furnish complete information would pose an unreasonable burden, it may request that the Commission waive the strict terms of this requirement with appropriate justification.

3. If the applicant is not an individual, provide the date and place of filing of the applicant's enabling charter (e.g. a limited partnership must identify its certificate of limited partnership and a corporation must identify its articles of incorporation by date and place of filing):

Date 11/8/89 Place Delaware

In the event there is no requirement that the enabling charter be filed with the state, the applicant shall include the enabling charter in the applicant's public inspection file. If, in the case of a partnership, the enabling charter does not include the partnership agreement itself, the applicant shall include a copy of the agreement in the applicant's public inspection file.

4. Are there any documents, instruments, contracts or understandings (written or oral), other than instruments identified in response to Question 3 above, relating to future ownership interests in the applicant, including but not limited to, insulated limited partnership shares, nonvoting stock interests, beneficial stock ownership interests, options, rights of first refusal, or debentures?

☒ Yes ☐ No

If Yes, submit as an Exhibit all such written documents, instruments, contracts, or understandings, and provide the particulars of any oral agreement.

Exhibit No.
1

5. Complete, if applicable, the following certifications:

(a) Applicant certifies that no limited partner will be involved in any material respect in the management or operation of the proposed station. NA

☐ Yes ☐ No

If No, applicant must complete Question 6 below with respect to all limited partners actively involved in the media activities of the partnership.

(b) Does any investment company (as defined in 15 U.S.C. Section 80 a-3), insurance company, or trust department of any bank have an aggregated holding of greater than 5% but less than 10% of the outstanding votes of the applicant?

☐ Yes ☒ No

If Yes, applicant certifies that the entity holding such interest exercises no influence or control over the applicant, directly or indirectly, and has no representatives among the officers and directors of the applicant.

☐ Yes ☐ No

Section II - LEGAL QUALIFICATIONS (Page 2)

6. List the applicant, parties to the application and non-party equity owners in the applicant. Use one column for each individual or entity. Attach additional pages if necessary.

(Read carefully - The numbered items below refer to line numbers in the following table.)

- | | |
|---|---|
| <p>1. Name and residence of the applicant and, if applicable, its officers, directors, stockholders, or partners (if other than individual also show name, address and citizenship of natural person authorized to vote the stock). List the applicant first, officers next, then directors and, thereafter, remaining stockholders and partners.</p> <p>2. Citizenship.</p> <p>3. Office or directorship held.</p> <p>4. Number of shares or nature of partnership interests.</p> <p>5. Number of votes.</p> | <p>6. Percentage of votes.</p> <p>7. Other existing attributable interests in any broadcast station, including the nature and size of such interests.</p> <p>8. All other ownership interests of 5% or more (whether or not attributable), as well as any corporate officership or directorship, in broadcast, cable, or newspaper entities in the same market or with overlapping signals in the same broadcast service, as described in 47 C.F.R. Section 73.3555 and 76.501, including the nature and size of such interests and the positions held.</p> |
|---|---|

1.	Charles J. Burns 503 Harrington Road Wayzata, MN 55391	Philip T. Kelly 1035 Prince Phillip Drive Dubuque, IA 52001	John Morrison 27 Casa Mar Naples, FL 33940
2.	USA	USA	USA
3.	Chairman of Board, Director	President, Director	Stockholder
4.	100 Shares	100 Shares	100 Shares
5.	100 Votes	100 Votes	100 Votes
6.	33 1/3%	33 1/3%	33 1/3%
7.	50% owner Topeka Broadcomm, licensee of KTPK (106.9) Topeka, KA 33 1/3% owner Broadcast Properties Inc. licensee of WMVY, Tisbury, MA.	President Communications Properties, Inc. and 79% shareholder. Corporation owns WDBQ and KLYV Dubuque, IA and KATE & KRGR Albert Lea, MN. 33 1/3% owner	Limited partner (12.5%) Michigan Center Broadcasting licensee of WGTV Traverse City, MI.
8.	None	Broadcast Properties, Inc. licensee of WMVY, Tisbury MA None	None

Section II - LEGAL QUALIFICATIONS (Page 2)

6. List the applicant, parties to the application and non-party equity owners in the applicant. Use one column for each individual or entity. Attach additional pages if necessary.

(Read carefully - the numbered items below refer to line numbers in the following table.)

1. Name and residence of the applicant and, if applicable, its officers, directors, stockholders, or partners (if other than individual also show name, address and citizenship of natural person authorized to vote the stock). List the applicant first, officers next, then directors and, thereafter, remaining stockholders and partners.
2. Citizenship.
3. Office or directorship held.
4. Number of shares or nature of partnership interests.
5. Number of votes.
6. Percentage of votes.
7. Other existing attributable interests in any broadcast station, including the nature and size of such interests.
8. All other ownership interests of 5% or more (whether or not attributable), as well as any corporate officership or directorship, in broadcast, cable, or newspaper entities in the same market or with overlapping signals in the same broadcast service, as described in 47 C.F.R. Section 73.3555 and 76.501, including the nature and size of such interests and the positions held.

1.	Broadcast Properties of La Crosse Inc. 5490 Saratoga Road P.O. Box 1280 Dubuque, IA 52001		
2.	--		
3.	--		
4.	--		
5.	--		
6.	--		
7.	Licensee of WLFN AM WLXR FM La Crosse, WI		
8.	None		

Section 11 - LEGAL QUALIFICATIONS (Page 3)

7. Does the applicant, any party to the application or any non-party equity owner in the applicant have, or have they had, any interest in:

(a) a broadcast station, or pending broadcast station application before the Commission?

☒ Yes ☐ No

(b) a broadcast application which has been dismissed with prejudice by the Commission?

☐ Yes ☒ No

(c) a broadcast application which has been denied by the Commission?

☒ Yes ☐ No

(d) a broadcast station, the license of which has been revoked?

☐ Yes ☒ No

(e) a broadcast application in any pending or concluded Commission proceeding which left unresolved character issues against the applicant?

☐ Yes ☒ No

If the answer to any of the questions in (a)-(e) above is Yes, state in an Exhibit the following information:

Exhibit No.
2

(1) Name of party having interest;

(2) Nature of interest or connection, giving dates;

(3) Call letters of stations or file number of application or docket; and

(4) Location.

8. (a) Are any of the parties to the application or non-party equity owners in the applicant related (as husband, wife, father, mother, brother, sister, son or daughter) to each other?

☐ Yes ☒ No

(b) Does any member of the immediate family (i.e., husband, wife, father, mother, brother, sister, son or daughter) of any party to the application or non-party equity owner in the applicant have any interest in or connection with any other broadcast station, pending broadcast application or newspaper in the same area (see Section 73.3555(c)) or, in the case of a television station applicant only, a cable television system in the same area (see Section 76.501(a))?

☐ Yes ☒ No

If the answer to (a) or (b) above is Yes, attach an Exhibit giving full disclosure concerning the persons involved, their relationship, the nature and extent of such interest or connection, the file number of such application, and the location of such station or proposed station.

Exhibit No.
NA

9. State in an Exhibit any interest the applicant or any party to this application proposes to divest in the event of a grant of this application.

Exhibit No.
3

OTHER MASS MEDIA INTERESTS

10. (a) Do individuals or entities holding nonattributable interests of 5% or more in the applicant have an attributable ownership interest or corporate officership or directorship in a broadcast station, newspaper or CATV system in the same area? (See Instruction B to Section 11.)

☐ Yes ☐ No

NA

(b) Does any member of the immediate family (i.e., husband, wife, father, mother, brother, sister, son or daughter) of an individual holding a nonattributable interest of 5% or more in the applicant have any interest in or connection with any other broadcast station, pending broadcast application, newspaper in the same area (see Section 73.3555(c)), or, in the case of a television station applicant only, a cable television system in the same area (see Section 76.501(a))?

☐ Yes ☐ No

NA

If the answer to (a) and/or (b) above is Yes, attach an Exhibit giving a full disclosure concerning the persons involved, their relationship, the nature and extent of such interest or connection, the file number of such application, and the location of such station or proposed station.

Exhibit No.
NA

CITIZENSHIP AND OTHER STATUTORY REQUIREMENTS

11. (a) Is the applicant in violation of the provisions of Section 310 of the Communications Act of 1934, as amended, relating to interests of aliens and foreign governments? (See instruction C to Section 11.)

☐ Yes ☒ No

- (b) Will any funds, credits or other financial assistance for the construction, purchase or operation of the station(s) be provided by aliens, foreign entities, domestic entities controlled by aliens, or their agents?

☐ Yes ☒ No

If the answer to (b) above is Yes, attach an Exhibit giving full disclosure concerning this assistance.

Exhibit No.
NA

12. (a) Has an adverse finding been made or an adverse final action been taken by any court or administrative body as to the applicant, any party to this application, or any non-party equity owner in the applicant in a civil or criminal proceeding brought under the provisions of any law related to the following:

Any felony; broadcast related antitrust or unfair competition; criminal fraud or fraud before another governmental unit; or discrimination?

☐ Yes ☒ No

- (b) Is there now pending in any court or administrative body any proceeding involving any of the matters referred to in (a) above?

☐ Yes ☒ No

If the answer to (a) and/or (b) above is Yes, attach an Exhibit giving full disclosure concerning persons and matters involved, including an identification of the court or administrative body and the proceeding (by dates and file numbers), a statement of the facts upon which the proceeding is or was based or the nature of the offense alleged or committed, and a description of the current status or disposition of the matter.

Exhibit No.
NA

SECTION III - FINANCIAL QUALIFICATIONS

NOTE: If this application is for a change in an operating facility do not fill out this section.

1. The applicant certifies that sufficient net liquid assets are on hand or that sufficient funds are available from committed sources to construct and operate the requested facilities for three months without revenue.

☒ Yes ☐ No

2. State the total funds you estimate are necessary to construct and operate the requested facility for three months without revenue.

\$ 600,000

3. Identify each source of funds, including the name, address, and telephone number of the source (and a contact person if the source is an entity), the relationship (if any) of the source to the applicant, and the amount of funds to be supplied by each source.

Source of Funds (Name and Address)	Telephone Number	Relationship	Amount
Central Financial Services Co. 5500 Wayzata Golden Valley, MN 55416 Michael Heim	612-542-3001	Stockholder John Morrison owns C.F.S.	\$600,000

Section IV-A - PROGRAM SERVICE STATEMENT

Attach as an Exhibit, a brief description, in narrative form, of the planned programming service relating to the issues of public concern facing the proposed service area.

Exhibit No.
4

Section IV-B - INTEGRATION STATEMENT

Attach as an Exhibit the information required in 1 and 2 below.

Exhibit No.
5

1. List each principal of the applicant who, in the event of a grant of the application on a comparative basis proposes to participate in the management of the proposed facility and, with respect to each such principal, state whether he or she will work full-time (minimum 40 hours per week) or part-time (minimum 20 hours per week) and briefly describe the proposed position and duties.
2. State with respect to each principal identified in response to Item 1. above, whether the applicant will claim qualitative credit for any of the following enhancement factors:
 - (a) Minority Status
 - (b) Past Local Residence
If Yes, specify whether in the community of license or service area and the corresponding dates.
 - (c) Female Status
 - (d) Broadcast Experience
If Yes, list each employer and position and corresponding dates.
 - (e) Daytime Preference

SECTION VI - EQUAL EMPLOYMENT OPPORTUNITY PROGRAM

1. Does the applicant propose to employ five or more full-time employees?

☒ Yes ☐ No

If Yes, the applicant must include an EEO program called for in the separate Broadcast Equal Employment Opportunity Program Report (FCC 896-A).

SECTION VII - CERTIFICATIONS

1. Has or will the applicant comply with the public notice requirement of 47 C.F.R. Section 73.3580?

☒ Yes ☐ No

2. Has the applicant reasonable assurance, in good faith, that the site or structure proposed in Section V of this form, as the location of its transmitting antenna, will be available to the applicant for the applicant's intended purpose?

☒ Yes ☐ No

If No, attach as an Exhibit, a full explanation.

Exhibit No.
NA

3. If reasonable assurance is not based on applicant's ownership of the proposed site or structure, applicant certifies that it has obtained such reasonable assurance by contacting the owner or person possessing control of the site or structure.

Name of Person Contacted Gregory G. Schmitz

Telephone No. (include area code) 608-788-1667

Person contacted: (check one box below)

☒ Owner

☐ Owner's Agent

☐ Other (specify)

The APPLICANT hereby waives any claim to the use of any particular frequency as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise, and requests an authorization in accordance with this application. (See Section 304 of the Communications Act of 1934, as amended.)

The APPLICANT acknowledges that all the statements made in this application and attached exhibits are considered material representations, and that all exhibits are a material part hereof and incorporated herein.

The APPLICANT represents that this application is not filed for the purpose of impeding, obstructing, or delaying determination on any other application with which it may be in conflict.

In accordance with 47 C.F.R. Section 1.66, the APPLICANT has a continuing obligation to advise the Commission, through amendments, of any substantial and significant changes in information furnished.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND IMPRISONMENT.
U.S. CODE, TITLE 18, SECTION 1001.

I certify that the statements in this application are true and correct to the best of my knowledge and belief, and are made in good faith.

Name of Applicant Broadcast Properties of La Crosse Inc.	Signature <i>P. T. Kelly</i>
Date <i>1/21/91</i>	Title President

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT
AND THE PAPERWORK REDUCTION ACT

The solicitation of personal information requested in this application is authorized by the Communications Act of 1934, as amended. The principal purpose for which the information will be used is to determine if the benefit requested is consistent with the public interest. The staff, consisting variously of attorneys, analysts, engineers and applications examiners, will use the information to determine whether the application should be granted, denied, dismissed, or designated for hearing. If all the information is not provided, the application may be returned without action having been taken upon it or its processing may be delayed while a request is made to provide the missing information. Accordingly, every effort should be made to provide all necessary information. Your response is required to obtain the requested authority.

Public reporting burden for this collection of information is estimated to vary from 71 hours 45 minutes to 301 hours 30 minutes with an average of 118 hours 28 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, can be sent to the Federal Communications Commission, Office of Managing Director, Washington, D.C. 20554, and to the Office of Management and Budget, Paperwork Reduction Project (3060-0027), Washington, D.C. 20503.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1980, P.L. 96-511, DECEMBER 11, 1980, 44 U.S.C. 3507.

BROADCAST EQUAL EMPLOYMENT OPPORTUNITY

MODEL PROGRAM REPORT

1. APPLICANT

Name of Applicant Broadcast Properties of La Crosse, Inc.	Address 5490 Saratoga Road P.O. Box 1280 Dubuque, IA 52001
Telephone Number (include area code) 319-583-6475	

2. This form is being submitted in conjunction with:

☒ Application for Construction Permit for New Station ☐ Application for Assignment of License

☐ Application for Transfer of Control

(a) Call letters (or channel number of frequency) 292 C3

(b) Community of License (city and state) La Crosse, Wisconsin

(c) Service:

☐ AM ☒ FM ☐ TV ☐ Other (Specify) _____

INSTRUCTIONS

Applicants seeking authority to construct a new commercial, noncommercial or international broadcast station, applicants seeking authority to obtain assignment of the construction permit or license of such a station, and applicants seeking authority to acquire control of an entity holding such construction permit or license are required to afford equal employment opportunity to all qualified persons and to refrain from discrimination in employment and related benefits on the basis of race, color, religion, national origin or sex. See Section 73.2080 of the Commission's Rules. Pursuant to these requirements, an applicant who proposes to employ five or more full-time employees must establish a program designed to assure equal employment opportunity for women and minority groups (that is, Blacks not of Hispanic origin, Asians or Pacific Islanders, American Indians or Alaskan Natives and Hispanics). This is submitted to the Commission as the Model EEO Program. If minority group representation in the available labor force is less than five percent (in the aggregate), a program for minority group members is not required. In such cases, a statement so indicating must be set forth in the EEO model program. However, a program must be filed for women since they comprise a significant percentage of virtually all area labor forces. If an applicant proposes to employ fewer than five full-time employees, no EEO program for women or minorities need be filed.

Guidelines for a Model EEO Program and a Model EEO Program are attached.

NOTE: Check appropriate box, sign the certification below and return to FCC:

☐ Station will employ fewer than 5 full-time employees; therefore no written program is being submitted.

☒ Station will employ 5 or more full-time employees. Our Model EEO Program is attached. (You must complete all sections of this form.)

I certify that the statements made herein are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Signed and dated this 21 day of January, 19 91

Signed [Signature]
Title President

**WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND IMPRISONMENT.
U.S. CODE, TITLE 18, SECTION 1001.**

GUIDELINES TO THE MODEL EEO PROGRAM

The model EEO program adopted by the Commission for construction permit applicants, assignees and transferees contains five sections designed to assist the applicant in establishing an effective EEO program for its station. The specific elements which should be addressed are as follows:

I. GENERAL POLICY

The first section of the program should contain a statement by the applicant that it will afford equal employment opportunity in all personnel actions without regard to race, color, religion, national origin or sex, and that it has adopted an EEO program which is designed to fully utilize the skills of qualified minorities and women in the relevant available labor force.

II. RESPONSIBILITY FOR IMPLEMENTATION

This section calls for the name (if known) and title of the official who will be designated by the applicant to have responsibility for implementing the station's program.

III. POLICY DISSEMINATION

The purpose of this section is to disclose the manner in which the station's EEO policy will be communicated to employees and prospective employees. The applicant's program should indicate whether it: (a) intends to utilize an employment application form which contains a notice informing job applicants that discrimination is prohibited and that persons who believe that they have been discriminated against may notify appropriate governmental agencies; (b) will post a notice which informs job applicants and employees that the applicant is an equal opportunity employer and that they may notify appropriate governmental authorities if they believe that they have been discriminated against; and (c) will seek the cooperation of labor unions, if represented at the station, in the implementation of its EEO program and in the inclusion of nondiscrimination provisions in union contracts. The applicant should also set forth any other methods it proposes to utilize in conveying its EEO policy (e.g., orientation materials, on-air announcements, station newsletter) to employees and prospective employees.

IV. RECRUITMENT

The applicant should specify the recruitment sources and other techniques it proposes to use to attract qualified minority and female job applicants. Not all of the categories of recruitment sources need be utilized. The purpose of the listing is to assist the applicant in developing specialized referral sources to establish a pool of qualified minorities and women who can be contacted as job opportunities occur. Sources which subsequently prove to be nonproductive should not be relied on and new sources should be sought.

V. TRAINING

Training programs are not mandatory. Each applicant is expected to decide, depending upon its own individual situation, whether a training program is feasible and would assist in its effort to increase the available pool of qualified minority and female applicants. Additionally, the applicant may set forth any other assistance it proposes to give to students, schools or colleges which is designed to be of benefit to minorities and women interested in entering the broadcasting field. The beneficiary of such assistance should be listed, as well as the form of assistance, such as contributions to scholarships, participation in work study programs, and the like.

MODEL EQUAL EMPLOYMENT OPPORTUNITY PROGRAM

I. GENERAL POLICY

It will be our policy to provide employment opportunity to all qualified individuals without regard to their race, color, religion, national origin or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

It will also be our policy to promote the realization of equal employment opportunity through a positive, continuing program of specific practices designed to ensure the full realization of equal employment opportunity without regard to race, color, religion, national origin or sex.

To make this policy effective, and to ensure conformance with the Rules and Regulations of the Federal Communications Commission, we have adopted an Equal Employment Opportunity Program which includes the following elements:

II. RESPONSIBILITY FOR IMPLEMENTATION

(Name/Title) General Manager will be responsible for the administration and implementation of our Equal Employment Opportunity Program. It will also be the responsibility of all persons making employment decisions with respect to the recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that our policy and program is adhered to and that no person is discriminated against in employment because of race, color, religion, national origin or sex.

III. POLICY DISSEMINATION

To assure that all members of the staff are cognizant of our equal employment opportunity policy and their individual responsibilities in carrying out this policy, the following communication efforts will be made:

- ☒ The station's employment application form will contain a notice informing prospective employees that discrimination because of race, color, religion, national origin or sex is prohibited and that they may notify the appropriate local, State or Federal agency if they believe they have been the victims of discrimination.
- ☒ Appropriate notices will be posted informing applicants and employees that the station is an Equal Opportunity Employer and of their right to notify an appropriate local, State or Federal agency if they believe they have been the victims of discrimination.
- ☒ We will seek the cooperation of unions, if represented at the station, to help implement our EEO program and all union contracts will contain a nondiscrimination clause.
- ☐ Other (specify)

IV. RECRUITMENT

To ensure nondiscrimination in relation to minorities and women, and to foster their full consideration whenever job vacancies occur, we propose to utilize the following recruitment procedures:

- ☒ We will contact a variety of minority and women's organizations to encourage the referral of qualified minority and women applicants whenever job vacancies occur. Examples of organizations we intend to contact are:

Wisconsin Job Service, Coulee Region Business and Professional Womens Organization.

- ☒ In addition to the organizations noted above, which specialize in minority and women candidates, we will deal only with employment services, including State employment agencies, which refer job candidates without regard to their race, color, religion, national origin or sex. Examples of these employment referral services are:

Wisconsin Job Service.

- ☒ When we recruit prospective employees from educational institutions such recruitment efforts will include area schools and colleges with minority and women enrollments. Educational institutions to be contacted for recruitment purposes are:

University of Wisconsin-La Crosse, Viterbo College and Western Wisconsin Technical Institute.

- ☒ When we place employment advertisements with media some of such advertisements will be placed in media which have significant circulation or viewership or are of particular interest to minorities and women. Examples of media to be utilized are:

La Crosse Tribune, LeCrescent Gazette

- ☒ We will encourage employees to refer qualified minority and women candidates for existing and future job openings.

V. TRAINING

- ☐ Station resources and/or needs will be such that we will be unable or do not choose to institute programs for upgrading the skills of employees.
- ☒ We will provide on-the-job training to upgrade the skills of employees.
- ☒ We will provide assistance to students, schools, or colleges in programs designed to enable qualified minorities and women to compete in the broadcast employment market on an equitable basis:

School or Other Beneficiary	Proposed Form of Assistance
<u>U. Wisconsin-La Crosse</u>	<u>Internship</u>
<u> </u>	<u> </u>

- ☒ Other (specify)
- Minority group representation in the available labor force is less than 2%.

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

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Exhibit 1

Broadcast Properties of La Crosse Application

STOCKHOLDER AGREEMENT

THIS AGREEMENT, made and entered into on the 31 day of July, 1990 among BROADCAST PROPERTIES OF LA CROSSE, INC., a Delaware corporation (the "Company"), CHARLES J. BURNS, a Minnesota resident ("Burns"), PHILIP T. KELLY, an Iowa resident ("Kelly") and JOHN M. MORRISON, a Florida resident ("Morrison"),

W I T N E S S E T H:

WHEREAS, each of Burns, Kelly and Morrison (each individually referred to as a "Shareholder" and collectively as the "Shareholders") own one hundred (100) shares of common stock of the Company (collectively referred to as the "Shares"); and

WHEREAS, the Shareholders desire to enter into this Agreement to foster a better business relationship and to further the interests of the Company;

NOW, THEREFORE, in consideration of these premises, the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Section 1. Stock Transfer Restrictions.

1.1 Transfer Restrictions. Each Shareholder agrees that he will not transfer any of his Shares or any right or interest therein, without the prior written consent of the Company except through a transfer which meets the requirements of this Section 1. As used in Section 1, the term "transfer" shall include sale,

transfer, assignment, grant of a security interest, hypothecation, pledge, mortgage, alienation, encumbrance, gift or other disposition of any of the Shares or any rights or interests therein; provided that any Shareholder may pledge his Shares if the pledgee enters into an agreement with the Company and the other Shareholders which acknowledges that any transfer of such Shares by the pledgee is subject to the options and other provisions of this Agreement. Any purported transfer in violation of the terms hereof shall be null and void ab initio.

1.2 Legend on the Certificates for the Shares. Any certificates for the Shares shall have the following legend conspicuously printed or typewritten on the face thereof:

"SEE RESTRICTIONS ON REVERSE SIDE"

and shall have the following legend printed or typewritten on the reverse side thereof:

"This certificate and the shares of stock represented hereby are subject to the terms of a Stockholder Agreement dated as of July __, 1990 among Broadcast Properties of La Crosse, Inc., Charles J. Burns, Philip T. Kelly and John M. Morrison. A copy of the Stockholder Agreement is located at the executive office of the company."

1.3 Notice of Proposed Transfer. If any Shareholder (the "Selling Shareholder") desires to transfer or is subject to a transfer of any interest in any or all of his Shares, he shall give written notice (the "Option Notice") to the Company and the other Shareholders (the "Remaining Shareholders"). The Option Notice shall specify the number of shares proposed to be subject to such

transfer (the "Offered Shares"), the price for Offered Shares, the terms of the proposed transfer, and the name of the proposed transferee (the "Third Party").

1.4 Co-Sale of Remaining Shareholders. Each of the Remaining Shareholders shall have the right to require that his Shares be purchased by the Third Party on the same terms (subject to appropriate adjustment for the number of Shares involved) as the Selling Shareholder proposes to sell his shares to the Third Party as described in the Option Notice and, upon exercise of such option, the Selling Shareholder shall require, as a condition to the sale of his Shares to the Third Party, that the Third Party purchase the shares of the Remaining Shareholder(s) on such terms. Notice of intent to exercise the option under this Section 1.4 must be given, if at all, by each Remaining Shareholder to the Selling Shareholder, the other Remaining Shareholder and the Company within twenty (20) days from the date on which the Option Notice was received by such Remaining Shareholder.

1.5 Purchase Option of the Company. The Company shall have the option to purchase all and only all of the Offered Shares and the Shares of any Remaining Shareholder who exercises his co-sale option under Section 1.4. In the event the Company exercises such option, the Selling Shareholder shall have the obligation to sell all of the Offered Shares and any Remaining Shareholder who exercises his co-sale option under Section 1.4 shall have the obligation to sell all of his Shares to the Company at the price

determined pursuant to Section 1.8 hereof and on the terms set forth in Section 1.9 hereof. Notice of exercise of its purchase option under this Section 1.5 must be given by the Company to the Selling Shareholder and any Remaining Shareholder who exercised the co-sale option under Section 1.4 not more than ten (10) days after the date on which the co-sale option under Section 1.4 has expired.

1.6 Purchase Option of Remaining Shareholders. If the Company does not exercise its purchase option in Section 1.5 above, the Remaining Shareholders who have not exercised the co-sale option under Section 1.4 above shall have the option to purchase the Offered Shares and the Shares of any Remaining Shareholder who exercises his co-sale option under Section 1.4 at the price and on the terms set forth in Sections 1.8 and 1.9 hereof; provided that the option under this Section 1.6 must be exercised as to all and only all of the Offered Shares and the Shares of any Remaining Shareholder who exercises his co-sale option under Section 1.4. If more than one Remaining Shareholder elects to exercise his purchase option under this Section 1.6, the number of Shares to be purchased by each such electing Remaining Shareholder shall be equal to (a) the total number of Shares subject to the purchase option under this Section 1.6, multiplied by (b) a fraction, the numerator of which is the number of Shares owned by the electing Remaining Shareholder and the denominator of which is the total number of Shares owned by all electing Remaining Shareholders. Notice of exercise of the purchase option under this Section 1.6

must be given by the Remaining Shareholders exercising such option to the Selling Shareholder, the Remaining Shareholders and the Company not more than ten (10) days after the date on which the Company's option under Section 1.5 expires.

1.7 Right to Transfer. In the event all the Offered Shares are not purchased by the Company or by the Remaining Shareholders, the Selling Shareholder and any Remaining Shareholder who exercises his co-sale option under Section 1.4 may transfer the Offered Shares described in the Option Notice for a period of one hundred eighty (180) days following the expiration of the option set forth in Section 1.6 hereof, but only to the Third Party and upon the terms set forth in the Option Notice. Such Third Party shall take the Shares subject to all the provisions and restrictions contained in Section 1 of this Agreement and, as a condition of the effectiveness of the transfer of the Shares, shall enter into a written agreement with the Company and the Remaining Shareholders to that effect.

1.8 Purchase Price. If the Company or one or more of the Remaining Shareholders, as the case may be, elect to purchase the Shares pursuant to the options under Sections 1.5 and 1.6 hereof, the price (the "Purchase Price") for the Shares so purchased shall be as set forth in the Option Notice.

1.9 Payment Terms. The Purchase Price shall be paid as set forth in the Option Notice. In the event the Selling Shareholder or any Remaining Shareholder who exercises his co-sale option under

Section 1.4 is, at the time of the payment of the Purchase Price, indebted to the Company or any Remaining Shareholder who exercises the option under Section 1.6, the amount of such indebtedness shall be set off against the payment due hereunder to such Shareholder. Contemporaneously with the payment of the Purchase Price, the Selling Shareholder shall deliver the Offered Shares and any Remaining Shareholder who exercises his co-sale option under Section 1.4 shall deliver all of his Shares duly endorsed for transfer free and clear of all liens, claims and encumbrances (other than those imposed under federal and state securities laws as to securities) to the Company or the Remaining Shareholder exercising the options under Section 1.5 or 1.6 as the case may be, whichever or whoever is making the payment therefor.

1.10 Shareholder's Duties. During any period in which a Shareholder's Shares are subject to the option under Section 1.5 hereof, such Shareholder shall refrain from participating as an officer, director or shareholder of the Company in connection with a determination by the Company as to whether to purchase the Shares of such Shareholder unless all of the other Shareholders whose Shares are not subject to the option under Section 1.5 request his participation, in which event such Shareholder shall cooperate and vote as the other Shareholders whose Shares are not subject to the option under Section 1.5 may reasonably request.